

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (currently amended): A method for selecting products that occurs over a networked computer system comprising comprises:

providing a plurality of images stored on a storage device, wherein each image has a grade associated with each aesthetic characteristic in a set of predetermined aesthetic characteristics;

sending a user a web page that has:

a plurality of test images selected from the plurality of images; one or more images, wherein at least one of the images emphasizes aesthetic characteristics;

one or more questions that request the user's preferences for one or more of the test images presented; and

receiving from a user a set of responses from the questions; and

based on the user's responses, producing to produce a profile of the user's preferences for the aesthetic characteristics in the plurality of test images aesthetic features of products.

2. (currently amended): The method of claim 1 wherein producing further comprises comprising:

compiling an aesthetic profile tag for the user based on the received responses.

3. (previously presented): The method of claim 1 further comprising:

retrieving a product aesthetic tag associated with a particular product type selected by the user, the product aesthetic tag representing one or more aesthetic features of the product;

forming a result tag that contains a value corresponding to how well aesthetic features of the product match to aesthetic preferences of the customer.

4. (currently amended): The method of claim 1 wherein the user is presented with a graphical user interface that contains questions that elicit the information from the user including questions that gauge the user's preferences for the plurality of test images selected from the plurality of images.

5. (currently amended): The method of claim 1 wherein at least one of the questions presented to the user asks the user to ~~grade~~ indicate the strength of the user's preferences for an image on a scale.

6. (currently amended): The method of claim 1 wherein web page includes a control for the user to enter a value corresponding to how the user rates one or more of the test images.

7. (previously presented): The method of claim 3 further comprising:
rank ordering the result tags.

8. (previously presented): The method of claim 7 further comprising:
presenting the user with the products corresponding to the rank ordered result tags.

9. (cancelled)

10. (currently amended): A method executed on a computing device for producing an aesthetic profile tag for a user comprises:

viewing, on a display associated with the computing device, ~~an~~ set of test images selected from a plurality of images, wherein each of the plurality of images has a grade associated with a

plurality of aesthetic characteristics that are expressed in the respective image; that visually expresses one or more attribute scales; and

entering, on a user input device associated with the computing device, preferences for the selected test images attribute scales.

11. (currently amended): The method of claim 10 wherein the predetermined set of aesthetic characteristics scales include at least one of: form, material, decoration, overall appearance, and novelty.

12. (currently amended): The method of claim 10 wherein each said scale is further divided aesthetic characteristic is graded into one of three levels.

13. (currently amended): A computer program product for establishing a user profile of aesthetic preferences selecting products, said computer program product residing on a computer readable medium comprises instructions for causing a computer to:

transmit to a user over a networked computer system a set of test images selected from a plurality of images, wherein each image has a grade associated with each aesthetic characteristic in a set of predetermined aesthetic characteristics;

receive from a user responses for preferences for said aesthetic characteristics expressed in said set of test images embodied in one or more images, wherein the computer program product produces a graphical user interface that contains questions that elicit information from the user regarding the user's preferences for aesthetic characteristics expressed in said set of images. related to at least one of form, texture, material, color, pattern, extent of decoration, and overall product appearance.

14. (currently amended): The computer program product of claim 13 further comprising instructions to:

compile an aesthetic profile tag for the user based on the received responses for the aesthetic characteristics expressed in said set of test images scales.

15. (currently amended): A system for selecting products, said system comprising:
 - a computer;
 - a storage device comprising a plurality of images, wherein each image has a grade associated with a plurality of aesthetic characteristics embodied in the image;
 - a computer program product residing on a computer readable medium comprising comprises instructions for causing ~~a~~the computer to:
 - display one or more images selected from the plurality of test images;
 - receive from a user responses for preferences for aesthetic characteristics embodied in the displayed images that correspond to aesthetic features of products, wherein the computer program product produces a graphical user interface that contains questions that illicit the information from the user.
16. (currently amended): A method executed on a computing device for determining user aesthetic preferences, the method comprising:
 - selecting a set of test images from a plurality of images to present to a user, wherein each of the plurality of test images has a grade associated with each aesthetic characteristic in a predetermined set of aesthetic characteristics;
 - presenting ~~a~~said set of test images to a user,
 - receiving input from the user indicating the user's preferences for one or more aesthetic characteristics expressed in one or more of the images in the set of test images; and
 - establishing with the computing device an aesthetic profile for the user based on the user's input.
17. (currently amended): The method of claim 16, wherein each one or more images in the set of test images are selected to emphasize one or more a particular aesthetic characteristics.

18. (currently amended): The method of claim 1716, wherein the predetermined set of an emphasized aesthetic characteristics of at least one set of images is comprises one or more of: one of form, material, decoration, overall appearance, and novelty.

19. (currently amended): The method of claim 16, wherein presenting a set of images to the user further comprises:

presenting the user with a scale in which to ~~grade indicate~~ the strength of the user's preferences for one or more images presented in the set of test images.

20. (currently amended): The method of claim 16, wherein the input from the user indicating the user's preferences for one or more aesthetic characteristics expressed in of one or more images in the set of images comprises the user's selection of an image from ~~a~~the set of test images.

21. (currently amended): The method of claim 16, wherein said selecting further comprises:

selecting presenting a plurality of sets of test images to a user, wherein each set of images emphasizes ~~one or more~~ an aesthetic characteristic or combination of aesthetic characteristics.; and

~~for each set of images, presenting the user with a scale in which to grade the strength of the user's preferences for one or more aesthetic characteristics expressed in of one or more images presented in the set of images; and~~

~~receiving input from the user indicating the user's preferences for one or more aesthetic characteristics expressed in of one or more images in each set of images.~~

22. (currently amended): The method of claim 21, further comprising ~~wherein establishing an aesthetic profile for the user based on the user's input comprises:~~

~~examining the input received from the user;~~
determining whether the user has given consistent responses to an aesthetic characteristic or combination of aesthetic characteristics emphasized in ~~one or more said plurality of~~ sets of images; and
if a consistent response has been given, storing a profile tag indicating the user's preference for the aesthetic characteristic or combination of aesthetic characteristics emphasized in one or more sets of images.

23. (cancelled)

24. (currently amended): A method executed on a computing device for determining a product profile of a product, the method comprising the steps of:

viewing a product;
grading ~~one or more each~~ aesthetic characteristic in a set of predetermined aesthetic characteristicss of the product on a scale to produce a grade; and
storing on a storage device in communication with said computer device the grade in a field corresponding to the graded aesthetic characteristics within the product profile.

25. (currently amended): The method of claim 24 further comprising: ~~wherein the step of viewing a product comprises:~~

viewing one or more electronic images of the product.

26. (currently amended): The method of claim 24, further comprising:
grading ~~a plurality of the~~ aesthetic characteristics of the product on a plurality of scales;
and

storing the grades in a plurality of fields in a product profile, wherein each field in the product profile corresponds to an aesthetic characteristic ~~or combination of aesthetic characteristics~~.

27. (currently amended): A computer-implemented method for selecting products that occurs over a networked computer system comprising:

retrieving a first user's profile, wherein the first user's profile comprises one or more tags which correspond to the first user's preferences for one or more aesthetic characteristics of products;

retrieving a second, different user's profile, wherein the second user's profile comprises one or more tags which correspond to the second user's preferences for one or more aesthetic characteristics of products; and

combining the first and second users' profile to create a composite ~~user~~ profile of the first and second user.

28. (currently amended): The method of claim 27, wherein the step of combining the first and second users' profile comprises:

combining a tag contained in the first user profile associated with an aesthetic characteristic with a tag contained in the second user profile associated with the same aesthetic characteristic; and

storing the combined tag in a the composite ~~user~~ profile.

29. (previously added): The method of claim 28, wherein the step of combining a tag contained in the first and second users' profile comprises:

averaging a value associated with the tag contained in the first user profile with a value associated with the tag contained in the second user profile.

30. (previously added): The method of claim 28, wherein the step of combining a tag contained in the first and second users' profile comprises:

assigning a weight factor to a value associated with a tag contained in the first user profile associated with an aesthetic characteristic;

assigning a weight factor to a value associated with a tag contained in the second user profiled associated with the same aesthetic characteristic; and

averaging the weighted values of the tags in the first and second users' associated with the same aesthetic characteristic.

31. (previously added): The method of claim 28, further comprising:

receiving input from the first user indicating how the first and second users' profile should be combined.

32. (previously added): The method of claim 28 further comprising:

presenting the first or second user with one or more questions to determine how the first and second users' profile should be combined.

33. (previously added): The method of claim 27, wherein the first user profile includes one or more tags which correspond to the first user's preferences for one or more non-aesthetic characteristics of products.

34. (previously added): The method of claim 33, wherein the non-aesthetic preferences include at least one of desired price range, brand preference, vendor preference, or product availability.

35. (new) The method of claim 1 wherein one or more of the plurality of images selected from the plurality of test images is selected to emphasize a particular aesthetic characteristic in the set of predetermined aesthetic characteristics.

36. (new) The method of claim 1 wherein the set of predetermined aesthetic characteristics comprises one or more of: form, material, decoration, overall appearance, and novelty.

Applicant : David Hornstein
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37. (new) The method of claim 1 wherein the grade represent a level of intensity of an aesthetic characteristic.